

SUMMARY

Process oriented Data Analyst with 2 years of experience doing meticulous and intensive work in marketing intelligence, analytical research, business consulting, e-commerce optimization and other advanced analytical area. Experienced in interpreting and analyzing data to drive growth for multiple industries. Provided strategic operation recommendations.

- Certification: Google Analytics Individual Qualification, Udacity A/B Testing by Google
- Skills: Excel (Vlookup, Pivot Table, VBA), SQL, R, Python, Tableau, Google Analytics, Google Cloud
- Proficient in advanced analytics method including Correlation, Regression, Classification, Clustering, A/B Testing, NLP, etc.

EDUCATION

University of Rochester | Simon Business School | MS in Marketing Analytics Expected 12/20
The Hong Kong Polytechnic University | BBA in Management | GPA: 3.6/4.0 05/19

PROFESSIONAL EXPERIENCE

Parisa Wang | New York, NY | Data Scientist Intern (Project-based) 07/20 – 10/20

- Extracted, blended, and analyzed inventory and sales data and conducted several time series forecasting models to predict future performance; focused on explaining the related impact of internal and external factors.
- Built an NLP analysis using R and Google Natural Language API to find out key drivers for simulating what and why customers were likely to give low satisfaction score in terms of making purchase.
- Developed data-driven reporting dashboards using data to inform optimization priorities from a daypart and weekly trend perspective for tracking online consumer behavior; acquired 150 waitlist subscribers and converted 50 handbag pre-sales during pre-launch stage.

Intime Artisan de Parfum | Hong Kong | Marketing Analyst 09/18 – 05/19

- Defined and determined key performance indicators and metrics for consumer behaviors to be analyzed for marketing decisions and growth opportunities.
- Leveraged R and Python to build a conjoint model and analyzed more than 200 customers' responses over 6 different perfumes; built up several customer segments which reflect different demographic and geographic dimensions to project the relative impact of different sales lifts and promotions.
- Planned brand partnership workshops with Fendi and Allen & Every to promote bespoke perfume; optimized social media campaigns with more accurate targeting demos; attracted 30% incremental reaches and 20% sales.

Ogilvy & Mather | Beijing | Marketing Analyst Intern 05/18 – 08/18

Client: A leading mobile equipment company in Asia

- Analyzed and executed large, compiled datasets using SQL and R from various market research sources to generate branding strategies in order to engage with Gen Z and Millennial populations.
- Collaborated with web development team to set up an A/B experiment (landing page design) on live traffic; used SQL to analyze the A/B test results and gave recommendations on page design, which improved the traffic by 30%.
- Optimized user experience through analyzing data in conversion funnels and channel portfolio; identified pain points in customer journey and channel efficiency.
- Led initiative to build competitor analysis; focused on Valentine's Day promotional activities to support client's marketing strategies, attracted 5k retweets.

PROJECTS

KIRUNIVERSE Digital Marketing Strategy | New York, NY | Project Leader 07/20 – 11/20

- Monitored and analyzed the operation of the company website by developing monthly dashboards and utilizing a series of business metrics such as traffic, bounce rate, session duration, etc.
- Performed digital marketing creatives analysis using Python and Google Vision API to identify the right components that can demonstrate a strong site visit and purchase impact and to understand the optimization opportunities.

Beech-Nut Growth Strategy | Rochester, NY | Consultant 01/20 – 05/20

- Conducted data cleaning and processing 500K baby food sales data; performed complex imputation and feature selection methodology to prepare for the data analysis in R.
- Built up several advanced analyses such as price elasticity of different brand, correlation analysis, situational analysis, market trending and customer segmentations; summarized data-driven results to support product re-position strategy.
- Visualized the analyses results by Tableau and provided suggestions on market share, brand awareness, channel mix, targeting, partnership and flavor development to increase the volume and ROI of customers.